

This listing of claims will replace all prior versions, and listings, of claims in the application:

IN THE CLAIMS

1. (Currently amended) A promotional material comprising a visual aid that identifies a consumer product and a radio frequency identification ("RFID") device having stored thereon an expiration and a set of data bits which, when presented to a processing device via a RFID reader, causes the processing device to enable at least one feature that would otherwise be disabled in an electronic device having a plurality of features, and disable the at least one feature when the expiration reaches a predetermined value, wherein the at least one feature is an improvement to a performance or a characteristic of the electronic device.
2. (Currently amended) The promotional material ~~RFID device~~ of claim 1 ~~wherein the RFID device is associated with a product, and~~ wherein the set of data bits is programmed into the RFID device at the point of sale of the product.
3. (Currently amended) The promotional material ~~RFID device~~ of claim 1 wherein the predetermined value is based on a number of uses of the electronic device.
4. (Currently amended) The promotional material ~~RFID device~~ of claim 1 wherein the predetermined value is based on a period of time.
5. (Currently amended) The promotional material ~~RFID device~~ of claim 1 wherein the predetermined value is based on an event that occurs in the electronic device.
6. (Currently amended) The promotional material ~~RFID device~~ of claim 1 wherein the RFID reader is capable of powering the RFID device, receiving data transmitted by the RFID device, and sending the data to the processing device.

7. (Currently amended) The promotional material ~~RFID device~~ of claim 6 wherein the RFID reader is also capable of transmitting modulated data.
8. (Currently amended) The promotional material ~~RFID device~~ of claim 1 wherein the electronic device is selected from a group consisting of: an electronic game console, a personal digital assistant, a cellular telephone, and a pager.
9. (Currently amended) The promotional material ~~RFID device~~ of claim 1 wherein the set of data bits comprises an access code that would enable at least one of a the plurality of features.
10. (Currently amended) The promotional material ~~RFID device~~ of claim 1 wherein the RFID device is attached to ~~one of the items~~ an item selected from a group consisting of: a game piece, a collector's card, a game card, and a token.
11. (Currently amended) The promotional material ~~RFID device~~ of claim 1 wherein the RFID device is capacitively coupled to the RFID reader.
12. (Currently amended) The promotional material ~~RFID device~~ of claim 1 wherein the RFID device is inductively coupled to the RFID reader.
13. (Currently amended) The promotional material ~~RFID device~~ of claim 1 wherein the RFID device is coupled to the RFID reader via a contacted interface.
14. (Currently amended) The promotional material ~~RFID device~~ of claim 1 wherein the RFID device comprises an antenna element and a circuit coupled to the antenna element, and wherein the RFID device and the RFID reader are coupled to a common return path.
15. (Currently amended) The promotional material ~~RFID device~~ of claim 1 wherein the RFID device couples to the RFID reader in a dipole configuration.
16. (Currently amended) The promotional material ~~RFID device~~ of claim 1 wherein the RFID device couples to the RFID reader in a monopole configuration.

17. (Currently amended) A promotional material comprising a visual aid that identifies a consumer product and a radio frequency identification ("RFID") device having stored thereon a counter and a set of data bits which, when presented to a processing device via a RFID reader, causes the processing device to disable at least one feature that would otherwise be enabled in an electronic device having a plurality of features, and enable the at least one feature when the counter reaches a predetermined value, wherein the at least one feature is an improvement to a performance or a characteristic of the electronic device.

18. (Currently amended) A promotional material comprising a visual aid that identifies a consumer product and a radio frequency identification ("RFID") device having stored thereon a counter and a set of data bits which, when presented to a processing device via a RFID reader, causes the processing device to enhance at least one feature in an electronic device having a plurality of features, wherein the at least one feature is an improvement to a performance or a characteristic of the electronic device.

19. (Currently amended) The promotional material ~~RFID device~~ of claim 18 wherein the enhancement to the feature is disabled when the counter reaches a predetermined value.

20. (Currently amended) The promotional material ~~RFID device~~ of claim 19 wherein the predetermined value is based on one of the following events: a number of uses, and a period of time.

21. (Currently amended) The promotional material ~~RFID device~~ of claim 1 wherein the RFID device is associated with a product, and wherein the set of data bits is programmed into the RFID device at a point of decision to purchase the product of a user.

22. (Currently amended) The promotional material ~~RFID device~~ of claim 1 wherein the RFID device is associated with a product, and wherein the set of data bits is programmed into the RFID device at a point of possession of the product of a user.

23. (Currently amended) The promotional material ~~RFID device~~ of claim 1 wherein the RFID device is associated with a product, and wherein the set of data bits is programmed into the RFID device at a point of distribution of the product.